

Brother Tim's Blog #4

It has recently come to my attention that I have been slacking on the blog! (To be quite honest, I wasn't sure anyone was looking at it.) But, having seen the error of my ways, I am making a commitment to add to the blog at least weekly! Something that's been on my mind recently is Chick-fil-A. Yes, this would be a good place to make a joke about me being hungry, or fat. However; neither is the case. Actually, I am a little hungry, but, I digress. You might ask, what does Chick-fil-A have to do with church or our pastors blog? Here's the thing: most people think that Chick-fil-A sells chicken. In fact, what they sell is a customer experience. Yes, their food is top notch, but without good customer service it doesn't really matter how good their food is. Have you ever went to a restaurant or other place of business that had a decent product but you couldn't get any help, the staff was rude, or the place was disgustingly nasty? Did you go back? Probably not. When you walk in Chick-fil-A, there are always people they are ready to help, ready to take care of your order, ready to serve you, and ready to make you feel good about buying their product. I've said before, research shows that a new guest at a church has already formed an opinion about whether or not they will ever come back within the first six minutes of their arrival. How we treat people when they pull into the parking lot and when they walk into the front door has a huge impact on whether or not they will come back. Making sure somebody feels welcome, and wanted, may be the difference in a new church member and somebody we never see again. And the thing is, we have great difficulty in getting unbelievers to come to church these days. I'm not only talking about Blair church, I'm talking about all churches. With fewer opportunities to reach unbelievers, it is more important than ever that we roll out the red carpet for them when they show up at our church. By the way, Chick-fil-A has stood by their Christian values, in the face of a lot of criticism. And they remain a profitable, thriving company. It's a good lesson for us in the church. We don't have to compromise the message; but, we may have to change the way we present it.

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